

Draft Minutes

TOWN OF GUILFORD Design Review Committee Minutes – 8th May, 2019

A regular meeting of the Design Review Committee was held on Wednesday 8th May, 2019 at 4:00p.m. in the Guilford Community Center with Acting Chairman Karin Patriquin presiding.

Present: Philippe Campus, Robert Charney, John Cunningham, Shirley Girioni, Karin Patriquin, Mary Repetti and David Rosenthal. Also present Zoning Enforcement Officer Erin Mannix.

Excused: William Thompson, Shavaun Towers and Walter Weissenborn.

The meeting was called to order at 4:05p.m.

Approval of Minutes: Mr., Campus made a motion to accept the Minutes of 10th April, 2019. Mrs. Repetti seconded the motion and it was carried with 4 votes in favor. Girioni, Repetti and Rosenthal abstained since they were not present at the April meeting.

REVIEW APPLICATIONS

Panera Bread, 1919 Boston Post Road, Map 79, Lot 35, Zone SCW: Sign package: Wendy Regan (Mandeville Signs, Lincoln, RI) introduced herself and Diane Mikovsky (Diversified Development Realty). She said the store would be going in on the west side of the Guilford Commons shopping center. Ms. Regan was proposing signs that were in compliance with the previously approved sign plan but changes needed to be formalized. She circulated drawings of the proposed signage. Ms. Regan explained that the sign regulations allowed for one sign on the front and one on the side of the building. The front of the building faces the entrance road to the shopping center (east side) and the side faces the Boston Post Road (south side). Ms. Mannix added that the total allowance of wall signage was 72SF. Ms. Regan noted that the building size was 68.5SF so the signage had been reduced to fit that size. Ms. Mannix said the drive-thru was on the south side. She added that all site improvements, design of the building, drive-thru, etc., had already been approved. The only thing that had not been approved was the specific wall signage and how to calculate this for a stand-alone building because it had two fronts – one on the Boston Post Road and one on the entrance road. This application was before the Design Review Committee because there was an amendment to modify the sign criteria.

Ms. Regan said on the east side there would just be letters spelling out “Panera” and Ms. Mikovsky showed an actual letter. Ms. Regan circulated photographs of other Panera Bread sites illustrating the various types of signage used. Mrs. Girioni wondered if it was usual to have the company logo on drive-thru signage in Guilford. Ms. Regan replied that Panera did not consider logos on the drive-thru signs as signage but considered them more as directional signs. Ms. Mannix pointed out that the building would have two tenants so there needed to be a distinction between them. The drive-thru signs will be 3SF and no more than 3ft. above grade. Mr. Cunningham felt one would not see the signs unless actually approaching the business. Ms. Regan said there were only two drive-thru signs. However, Ms. Mannix pointed out that there were three because there was a “Do Not Enter” sign so people did not enter the wrong way. The wall signage is 68.5SF and the other signs were extra to

that. Ms. Mannix noted that any replacement tenant in the future would have to adhere to this signage allowance. Ms. Regan said she was not seeking more signage than was allowed for other tenants in the shopping center. It was just that because this was a new building it needed to be added to the sign package. Mrs. Repetti expressed concern about the number of drive-thru signs and she also felt it set a precedent having a drive-thru sign on the main sign by the entrance to the shopping center. Mrs. Girioni pointed out that since the signs were double-sided there would really be 5 signs. Mr. Rosenthal said there were a lot of logos. Ms. Patriquin queried signage on the drive-thru awnings. Ms. Mannix replied that there was none. Mr. Charney asked if there was potential for another drive-thru tenant on the property. Ms. Mikovsky replied no, and also that the second tenant in the building would not be food orientated but would more likely be general retail. Ms. Mannix briefly talked about the sign regulations for the whole shopping center and said the criteria were changed to allow for a menu board for this tenant only.

Mr. Cunningham felt the sign on the front/east side of the building was fine and that it was a nice looking logo. He liked that it said “Panera” and not “Panera Bread”. Regarding the directional signs Mr. Cunningham said he was unsure if the space should be split equally between “Panera” and “Thank You”. Mr. Rosenthal said he saw two branding systems and that there were graphics and colors that one did not see anywhere else. There were so many directional signs which were justifiable but no consistency of branding. Mr. Rosenthal said the point of signage was so one did not have to think but that this signage made him think. He felt some of the signs were a little redundant and that the second tenant could have trouble making customers aware of their presence. He was concerned that if a lot of signage and logos were allowed would this set a precedent. Mrs. Girioni asked if other drive-thru’s in Guilford had logos. Mr. Cunningham replied yes. He said that he would prefer if the drive-thru portion of the sign was larger and the Panera portion smaller, adding that the 50/50 split bothered his eye. Ms. Regan offered to bring this back to Panera. Mr. Rosenthal said signage should have a hierarchy but the 50/50 split had no hierarchy. Also that the logo was advertising, it was not directional. Mr. Charney asked if the signs could have a green background. Ms. Regan replied that she could not agree to that with certainty but would consider it. Ms. Patriquin felt black and white would be fine but if the applicant wanted to do a green background that would also be acceptable. Ms. Mikovsky suggested a third option of a white background with either green or black lettering. Mr. Charney felt if the signs were black and white only then they would have no connection to Panera so his strong preference would be to have green to tie it to Panera. Ms. Mikovsky pointed out that script-style signs did not translate well to illuminated 3-D signs so it was not unusual to see different sign lettering between large and small scale signage.

Mr. Rosenthal made a motion that the Design Review Committee recommended PZC approve the applicant’s “Exhibit C – Amended 5/3/2019 regarding proposed changes to signage for the Panera Bread premises at Guilford Commons, as written, with the following stipulations: 1) the non-illuminated double-sided “directional signs” (33”W) should not have the Panera branding (i.e. logo/graphics/typography). The entire background should be the ‘Panera green’ color – solid. Lettering should be white, and the typeface font should be consistent with that of the signage specified in #2 below. 2) The single-sided traffic control signs (12”W) should not use any Panera logo or graphics. The word “Panera” is shown either utilizing the Panera block letter or curved typography, or typography consistent with the signage in #1 above. The remaining typography should be readable and consistent with the signage in #1 above. Mr. Campus seconded the motion and it was carried unanimously.

Mrs. Repetti left the meeting at 5:00p.m.

Bishop’s Orchard Farm Market & Winery, 1355 Boston Post Road, Map 52, Lot 7, Zone PV:

Site plan review – ice cream stand and outdoor seating: Present were Sarah DellaVentura and Keith Bishop. Ms. DellaVentura said she wished to install an outdoor patio for an ice cream stand/window but would not be altering the existing building itself. Mr. Bishop added that this would be located underneath the porch on the southwest corner of the building. Ms. DellaVentura noted that 4 parking spaces would be removed. There is additional parking on the other side and the property has more parking spaces than required by zoning. Mr. Charney asked if this activity would be seasonal. Ms. DellaVentura replied yes. She said there would be some picnic tables with umbrellas. Mrs. Girioni recommended adding some greenery. Ms. DellaVentura replied that there were flower boxes in front of the building already. She felt garbage might be thrown in to planters, that they would be vandalized, etc. Mrs. Girioni pointed out that there was a lot of hard surface. Ms. Mannix noted that the hard surface was existing. Mr. Bishop thought planters might be placed outside the wall but said he would not wish to provide children with access to step out into the parking lot, Mr. Charney suggested locating a planter in the middle of the wall rather than outside of it. Mr. Cunningham thought there could be a planting element tied into the wall but that this should not be too small – perhaps 4ft. or 5ft. square. Mr. Charney asked how many tables would be used. Ms. DellaVentura replied approximately 8. Responding to a question on umbrella color, Ms. DellaVentura said they would be white or green. Mrs. Girioni felt green would be nice. Mr. Charney queried lighting. Mr. Bishop replied that there would be no additional lighting. Mr. Charney asked about garbage cans. Ms. DellaVentura replied that there were existing garbage cans but that she might add several more.

Ms. Mannix left the meeting at 5:20p.m.

Mr. Cunningham made a motion that the Design Review Committee recommended PZC approve this application with the recommendation that the wall be reshaped to include a planted area with a minimum size of 4’ x 4’. Mr. Rosenthal seconded the motion and it was carried unanimously.

Public Forum: There were no members of the public present.

Approval of Bills: Mr. Cunningham made a motion to approve the following bill: Katharine Stewart, secretarial services. Mr. Rosenthal seconded the motion and it was carried unanimously.

The meeting was adjourned at 5:25p.m.

The next meeting of the Design Review Committee will be held on Wednesday 12th June, 2019 at 4:00p.m. in the Guilford Community Center.

Respectfully submitted,

Katharine Stewart
Recording Secretary